Orders	Order / Rev:	10361		
	Alt Order #:	06830		

0030

Product Desc:

BERKLEY FOR SENATE

Estimate:

Flight Dates:

10/09/12 - 10/15/12

Original Date / Rev:

06/27/12 / 06/27/12

Order Type:

**GENERAL** 

Primary AE:

Amy McCreary

Sales Office:

Sales Region: National

BLPHI

Agency

Name:

Shorr Johnson Magnus

**Buying Contact:** 

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Calendar:

Billing Cycle:

Billing Type:

Agency Commission:

Broadcast EOM/EOC

Cash

15%

00:15:00

Advertiser

Name:

Priority:

Berklêy, Shelley for Senate 🧼 🧗

Demographic: **Product Codes:**  A35+

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

10/01/12

Start Date

End Date # Spots Gross Amount Net Amount 123 \$39,075.00 10/15/12 \$33,213.75 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	123	\$39,075.00	\$33,213.75	0.00
Totals	123	\$39,075.00	\$33,213.75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$39,075.00
Market	100%	\$195,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,520.00
KLVX	. 0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,028.75
KTUD	0%	\$0.00
KVVU	25%	\$48,843.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,907.50

Ĺ	_n	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	1	KSNV	10/09/12	10/12/12	Wake Up Early w/ \	Wagn@M	430a-5a	-TWT	:30	4	\$50,003	0.00 NM	4	\$200.00
					Wake Up Early Wa	gners		4						
		NEWS												
		<u>Star</u>	t Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 10/0	08/12	10/14/12	-TWT	4	\$50.00	0.00						

KSNV

Page 2 of 5

Order / Rev: Alt Order #:

Flight Dates:

103615

06830030

10/09/12 - 10/15/12

Advertiser:

Berkley, Shelley for Senate

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1 KSNV	10/09/1	2 10/12/12	Wake Up Early w/ Wake Up Early W	Wagn@M	430a-5a	~TWT~	:30	4	\$50.003	0.00 NM	4	\$200.00
NEWS			Trans op Haily VV	-9								
<u>Sta</u> Week: 10/	<u>rt Date</u> 08/12	End Date 10/14/12	Weekdays -TwT	Spots/Week 4	<u>Rate</u> \$50.00	Rating 0.00						
E 2 KSNV	10/15/1	2 10/15/12	Wake Up Early w/ Wake Up Early W		430a-5a	M	:30	1	\$50.003	0.00 NM	1	\$50.00
NEWS												
Sta Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
	10/15/1	12 10/15/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	-	5-6a	М	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				İ		•
Week: 10/		10/21/12	M	1	\$200.00	0.00				1		
E 4 KSNV	10/09/	12 10/12/12	M-F 5-6a WakeUp M-F 5-6a WakeU	-	5-6a	TWTF	:30	4	\$200.003	0.00 NM	4	\$800.00
NEWS	us Dasa	End Data	Modelava	Spots/Week	Data	Dating						
<u>อเล</u> Week: 10/	<u>rt Date</u> /08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> TWTF	Spois/week 4	<u>Rate</u> \$200.00	Rating 0.00						
		12 10/12/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	-	6-7a	-TWTF	:30	8	\$300.003	0.00 NM	8	\$2,400.00
NEWS				,								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E 6 KSNV		10/14/12 12 10/15/12	-TWTF M-F 6-7a WakeUp	_	\$300.00 6-7a	0.00 M	:30	2	\$300.003	0.00 NM	2	\$600.00
NEWS			M-F 6-7a WakeU	p w/Wagners						ı		
	ırt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	M	2	\$300.00	0.00						
E 7 KSNV TODAY		12 10/15/12	Today Show Today Show	СМ	658a-9am	М	:30	3	\$400.003	0.00 NM	3	\$1,200.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	M	3		0.00		- 15	A 150 000			4
E 8 KSNV		12 10/12/12	Today Show Today Show	CM	658a-9am	∼TWTF~↔	:30	12	\$400.003	0.00 NM	12	\$4,800.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	/08/12	10/14/12	-TWTF~-	12	\$400.00	0.00						
		12 10/12/12	Noon News Noon News	СМ	12-1230pm	-TWTF	:30	4	\$175.003	0.00 NM	4	\$700.00
NEWS <u>Sta</u> Week: 10	art Date	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week		Rating 0.00						
·			Noon News	CM	12-1230pm	M	:30	1	\$175.003	0.00 NM	1	\$175.00
A IPS A CO			Noon News		•							
NEWS <u>Sta</u> Week: 10	art Date	End Date 10/21/12	Weekdays M	Spots/Week	— —	Rating 0.00						
			M-F Today Show	II 3rd HBM	9-10a ′	М	:30	1	\$175.003	0.00 NM	1	\$175.00
TODAY	Y 2		M-F Today Show	' 11								
	art Date	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week	Rate \$175.00	Rating 0.00						
			M-F Today Show M-F Today Show		9-10a	-TWTF	:30	4	\$175.003	0.00 NM	4	\$700.00
TODAY	Ý 2											
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10		10/14/12 /12 10/12/12	-TWTF	CM	\$175.00 3-4p	0.00 -TWTF	:30	4	\$200.003	0.00 NM	4	\$800.00
PIO VOIAA	10/09/	12 14/12/12		OIVI	op	1 AA 1 I	.50	~	Ψ200.000	O.OO INIVI	. 4	φυσο.υ

KSNV

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

06830030

10/09/12 - 10/15/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

308

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
PHIL			Dr Phil									
	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
			Dr. Phil	СМ	3-4p	M	:30	1	\$200.003	0.00 NM	1	\$200.0
PHIL			Dr Phil									
<u>Sta</u> Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
15 KSNV NEWS	10/15/1	2 10/15/12	News 3 at 430pm News 3 at 4:30PM	CM /I	430-5pm	М	:30	1	\$300.003	0.00 NM	1	\$300.0
	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
16 KSNV NEWS	10/09/1	2 10/12/12	News 3 at 430pm News 3 at 4:30PM	CM M	430-5pm	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.0
	rt <u>Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$300.00	Rating 0.00						
17 KSNV NEWS	10/09/1	2 10/12/12	News 3 at 4 News 3 at 4	CM	4-430p	-TWTF	:30	4	\$300.003	0.00 <b>N</b> M	4	\$1,200.0
	rt Date '08/12	End Date 10/14/12	Weekdays -TWTF	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
			News 3 at 4 News 3 at 4	СМ	4-430p	М	:30	1	\$300.003	0.00 NM	1	\$300.
NEWS Sta Week: 10/	<u>ırt Date</u>	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$300,00	Rating 0.00						
			M-F Early News M-F Early News	CM	5-630p	M	:30	2	\$450.003	0.00 NM	2	\$900.
NEWS Sta Week: 10	urt Date	End Date 10/21/12	Weekdays M	Spots/Week 2	Rate	Rating 0.00						
			M-F Early News M-F Early News	CM	\$450.00 5-630p	-TWTF	:30	8	\$450,003	0.00 NM	8	\$3,600.
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12 12 10/12/12	Face to Face w/ Face to Face w/		\$450.00 730-758pm	0.00 -TWTF	:30	4	\$225.003	0.00 NM	4	\$900.
FACE Sta Week: 10	art Date	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 4		Rating 0.00						
			Face to Face w/ I	RalstonCM	730-758pm	M	:30	1	\$225.003	0.00 <b>N</b> M	1	\$225
FACE <u>Sta</u> Week: 10	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$225.00	Rating 0.00						
• •	10/13/	12 10/13/12	To the Point - PN To the Point	I CM	730-758pm	S-	:30	1	\$150.003	0.00 NIV	1	\$150
	art Date	End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
.24 KSNV	10/15/	12 10/15/12	M-F Jeop/Wheel M-F Jeopardy/W	CM heel of Fortun	630-730pm	M	:30	2	\$400.003	0.00 <b>N</b> M	. 2	\$800
JEP/W <u>St</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week		Rating 0.00						
		12 10/12/12		CM	630-730pm	-TWTF	:30	8	\$400.003	0.00 NM	1 8	\$3,200

KSNV

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/09/12 - 10/15/12

Estimate:

308

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			M-F Jeop/Wheel M-F Jeopardy/W	heel of Fortune	9							
JEP/WI	HEEL		mi booparajii.		•					_		
<u>Sta</u>	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/14/12	-TWTF	8	\$400.00	0.00						
E 26 KSNV	10/13/1	2 10/13/12	Weekend Jeopard WKND Jeop/Who	-	630-730pm	S-	:30	2	\$250.003	0.00 NM	2	\$500.0
JEP/W	HEEL		AALIAD 360b\AAu	361								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/08/12	10/14/12	S-	2	\$250.00	0.00						
E 27 KSNV	10/14/1	2 10/14/12	News 3 Live in Pr	ime CM	7-10pm	S	:30	1	\$600.003	0.00 NM	1	\$600.0
NEWS	AFTER N	IFL IN PRIM	News 3 in Prime									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10.	/08/12	10/14/12	S	1	\$600.00	0.00						
E 28 KSNV	10/12/1	2 10/12/12	Fri PR 9-10p	CM	9-10pm		:30	1 \$	1,000.003	0.00 NM	1	\$1,000.0
ODUM			Friday Prime 9-1	0pm								
GRIMIN	r art Date	End Date	Weekdays	Spots/Week	Rate	Rating				J		
Week; 10		10/14/12	F	<u>30018/14661</u>	\$1,000.00	0.00						
			Fri PR 8-9p	СМ	8-9pm	F	:30	1	\$750.003	0.00 NM	1	\$750.0
			Friday Prime 8-9	pm	'				,			7
WHIT/												
<u>Sta</u> Week: 10	art Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating						
		10/14/12 2 10/10/12	Wed PR 9-10p	CM	\$750.00 9-10pm	0.00 W	:30	1 0	1,700.003	0.00 NM	4	¢4 700 0
L DO KONV	10/10/1	2 10/10/12	Wednesday Prim		9-10pm		.30	ΙΦ	1,700.003	O.OO INIVI	1	\$1,700.0
SVU			Troundous, Trin	то с тор								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/14/12	W	1	ψ1 1 00100	0.00	····					_
E 31 KSNV	10/10/1	2 10/10/12	Wed PR 10-11p	CM	10-11pm	W	:30	1 \$	1,400.003	0.00 NM	1	\$1,400.0
CHICA	GO FIRE		Wednesday Prim	ie io-ripm								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				ŀ		
Week: 10	/08/12	10/14/12	W	1	\$1,400.00	0.00						
E32 KSNV	10/09/1	2 10/12/12	Late Night w/Fall		1237a-136an	1 -TWTF	:30	4	\$75.003	0.00 NM	4	\$300.0
FALLO	.K1		Late Night w/Fall	on						i		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	-TWTF	4		0.00						
			Late Night w/Fall	on CM	1237a-136an		:30	1	\$75.003	0.00 NM	1	\$75.0
			Late Night w/Fal	lon						· i		
FALLO		- 15 (			<b>.</b> .							
<u>St.</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$75.00	Rating 0.00						
		10/21/12	<del></del>	·······	1135p-1237a		:30	2	\$185.003	0.00 NM	2	\$370.0
LOT NOTE	10,10,	12 10/10/12	Tonight Show	W OIII	, 1100p-12070	1-1	.00		Ψ100,000	0.00 (111)		ψ0,0.0
TON S	HOW	<u> </u>	<del>-</del>						<u> </u>			<u> </u>
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating				4		
Week: 10		10/21/12	Marrana The Tenight Che	2 CM		0.00	-00		<b>0405.000</b>	0.00 105	_	A
⊏ 30 KSNV	10/09/	12 10/12/12	The Tonight Sho Tonight Show	w CM	1135p-1237a	TWTF	:30	8	\$185.003	0.00 NM	8	\$1,480.6
TON S	WOH		ronight onow									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week. 10		10/14/12	-TWTF	8	\$185.00	0.00			· . ·			
E36 KSNV	/ 10/09/	12 10/12/12	M-F News 3 at E		11pm-1135p	m -TWTF	:30	4	\$425.003	0.00 NM	4	\$1,700.
NEWS			M-F News 3 at E	Eleven								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
عرب Week: 10		10/14/12	-TWTF	<u> </u>		0.00						
		12 10/15/12		CM	11pm-1135p		:30	1	\$425.003	0.00 NM	1	\$425.

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

10/09/12 - 10/15/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
'			M-F News 3 at E									
NEWS			W-F News 3 at 1	Eleven								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10/	15/12	10/21/12	M	1	\$425.00	0.00						
E38 KSNV	10/13/1	2 10/14/12	Sa-Su News 3 a	t ElevenCM	11pm-1135p	mSS	:30	2	\$400.003	0.00 NM	2	\$800.00
NEWO			Sa-Su News 3 a	it Eleven								
NEWS	rt Date	End Date	Weekdays	Spots/Week	Doto	Detina						
<u>ى الم</u> /Week: 10		10/14/12	vveekuays	<u> </u>	<u>Rate</u> \$400.00	Rating 0.00						
E 39 KSNV			Saturday Today		7a-9am	S-	:30	2	\$225.003	0.00 NM	2	\$450.00
			Saturday Today						<del></del>		_	Ų 100100
SAT TO												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/ E 40 KSNV		10/14/12	Name 2 Samina	CATLIERNA.	\$225.00	0.00	.00		#450.000	0.00 NINA	•	*****
E 40 KSNV	10/13/1	2 10/13/12	News 3 Sunrise News 3 Sunrise		6a-7a	S-	:30	2	\$150.003	0.00 NM	2	\$300.00
NEWS			riciis o Carrisc	O/(TOTO)						1		
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				- I		
Week: 10/		10/14/12	S-	2	\$150.00	0.00		······································	**************************************			
E41 KSNV	10/13/1	2 10/13/12	News 3 Today -		9am-930am	S-	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS			News 3 Today -	SAT						ŀ		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				ŀ		
Week: 10/		10/14/12	S-	1	\$200.00	0.00						
E 42 KSNV	10/14/1	2 10/14/12	Sunday Today	CM	7a-8am	S	:30	2	\$350,003	0.00 NM	2	\$700.00
			Sunday Today							1		
SUN TO		F 15 (	167 . 1 . 1	0 4 007 1	<b>5</b> .	B ()						
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> S	Spots/Week 2		Rating 0.00						
E 43 KSNV						2amS-	:30	1	\$550.003	0.00 NM	1	\$550.00
10 1011	10/10/1	10/10/12	Saturday Night		r roopin no	24111	.00	•	ψουφ.σου	0.00 14.01		ψ000,00
SNL			, ,									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/	/08/12	10/14/12	S-	1	\$550,00	0.00						
						-				Totals	123	\$39,075.00